

# Rommy Z. Hidmi

📍 131 Spinnaker Ct. San Diego, CA    📞 (937) 903-0711    ✉️ [rommyhidmi@gmail.com](mailto:rommyhidmi@gmail.com)    🌐 [rommyh.com](http://rommyh.com)

## EDUCATION






**University of Pittsburgh  
College of Business  
Administration**

Bachelor of Science in  
Business Administration

*Marketing & Business  
Information Systems*

*Magna Cum Laude  
GPA: 3.55*

## SKILLS

MS Excel   
Google Analytics   
Adobe CS   
Tableau   
SQL 

## INTERESTS

Eco-Effectiveness  
Fashion  
Graphic Design  
E-Commerce  
Ceramics  
Basketball  
Media & Entertainment

## WORK EXPERIENCE

### Olson Zaltman Associates

*Market Research & Insight Intern*

**Pittsburgh, PA**

*Spring 2019*

- Developed brand position and marketing strategy for new product release, ensuring proper implementation of consumer insights
- Identified new business and research opportunities, leading to new project proposals
- Performed qualitative analysis for Coca-Cola ethnographic research project, identified common themes from consumer interviews and synthesized insights into client decks

### Kering Group Americas

*Management Information Systems (MIS) Intern*

**New York, NY**

*Summer 2018*

- Managed account creation work stream of Workday HR system implementation to ensure duplicate and terminated profiles were accounted for
- Led the procurement (researched options, requested quotes) and assisted in the application of the final selected asset management tool for valuing and tracking leased equipment for all brands
- Created process manual for implementation of new asset management software

### Kering Group Americas

*Operations and Infrastructure Intern*

**New York, NY**

*Summer 2017*

- Analyzed service desk ticket data for each Kering Group brand, creating monthly and quarterly trend reports for senior Steering Committee presentation
- Coordinated phase I of Gucci's cordless phone hardware upgrade project by liaising with 32 store managers and the Infrastructure Team for the collection of store data
- Drafted step-by-step manuals and job aid toolkits for store managers with regular register and specialized application issues
- Audited AirWatch, removing over 600 inactive accounts for significant cost savings

## LEADERSHIP & VOLUNTEER EXPERIENCE

### Design for America

*Officer & Activities Director*

- Led development of solutions to community problems, such as MyH2Info, providing testing for lead levels in city water
- Planned educational workshops with Women for a Healthy Environment
- Won \$3,000 prize in the Randall Family Big Idea Competition

### Fashion Business Association

*Member*

- Organized information sessions and philanthropic events such as Denim Donation, encouraging members to tatter, reconstruct and donate old denim to charity